

## Introduction

Team Up is a national partnership to increase cancer screening among rarely/never screened individuals. The National Partners include the American Cancer Society (ACS), Centers for Disease Control (CDC), National Cancer Institute (NCI), and the United States Department of Agriculture (USDA). Currently, Team Up is focusing efforts to increase breast and cervical screening rates in six high mortality states: Alabama, Georgia, Kentucky, Missouri, South Carolina, and Tennessee. This poster is about the Kentucky Team Up project.

# TEAM Up

Cancer screening saves lives

## Step 4 Find Research-tested Intervention Programs And Products

- The Team & Community partners decided to mold our intervention after the Forsyth county project IDENTIFIED ON THE PLANET
- A multi-layered intervention strategy was planned by three committees: Media, Client-based education, Provider education & interventions
- Media Took Kit Created
  - Brochures
  - Book marks
  - Church bulletins
  - PSAs
  - Newspaper articles



Cervical Cancer Survivor  
Sandy Good



Breast Cancer Survivor  
Wilma Nickell

## Step 1 Assess Program Priorities

- The Team quickly identified high-risk counties to focus on in Eastern KY.
- Data from the Kentucky Cancer Registry was analyzed and evaluated
- Counties with high invasive cervical and breast cancer rates were selected
- Base-line data was gathered on known screening rates from: Medicaid, Medicare, KY Women's Screening Program, Health Insurance plan (Anthem)

Age-Adjusted Cancer Mortality  
Rates in Kentucky Female Breast  
Cancer, 1996 - 2000

